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NEWS RELEASE

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Ministry of Forests

INVESTMENT TO SPUR DEMAND FOR B.C. FOREST PRODUCTS

PRINCE GEORGE – The government is spending $2 million to increase domestic and international demand for B.C.'s primary forest products as part of its $20-million commitment to sector diversification and marketing.

Forests Minister Michael De Jong made the announcement today at a meeting of the Northern Forest Products Association.

"We are implementing our New Era promise to apply one per cent of forest revenues to global marketing of B.C. forest products and practices," said de Jong. "Investment is critical to a healthy forest sector, and this funding will support effective and innovative projects that put B.C. forest products on the world stage."

Five projects benefiting the primary forest products industry will receive funding under the Forestry Innovation Investment program of the Forest Investment Account. These projects are cost-shared with industry groups:

- Wood Promotion Network, promoting wood use in North American homebuilding through an extensive advertising and promotional campaign, $600,000.
- Spruce Pine Fir Group, including the Cariboo Lumber Manufacturers Association, Northern Forest Products Association and Interior Lumber Manufacturers' Association, promotional program in Japan, China and Korea, $652,000.
- Canply, for two projects, totalling $418,425:
  - Plywood marketing program in the U.S., Europe, China and emerging markets.
  - Plywood grade-marking program to ensure compliance with European market requirements after 2004.
- Canadian Wood Council, for the Wood Works! program, domestic promotion of wood use in non-residential construction, $375,000.
- Northern Forest Products Association, education program for Grade 5 pupils, $40,000.

Today's investments are part of the $20-million fund for forest-sector diversification and international marketing launched in March. Funding for other projects in the primary sector, as well as another $10 million for applied research projects, will be announced later.

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